



AMPR LAUNCHES FORAY INTO FASHION

Managing public relations, marketing and sales for new Mischa Barton/Stacey Lapidus design collaboration among other emerging designers

NEW YORK (September 8, 2008) – Andria Mitsakos Public Relations (AMPR) announced today the launch of AMPR Fashion, showcasing emerging designers alongside its already established luxury travel and lifestyle clients. A one-stop shop for a variety of product and price points, new clients include a range of gorgeous goods from luxe, Italian-made leather and eel skin handbags, Parisian jewelry designs, celebrity cult following hair accessories, resort wear and one of the world’s most rapidly expanding accessories companies. The agency will also serve as a showroom and handle wholesale business for its clients.

“This venture into fashion and accessories was a natural transition from my background in international travel and luxury lifestyle,” said AMPR President & CEO Andria Mitsakos “My experiences across the globe have allowed me to embrace my instinctual knack for trendspotting, and when I find something I love, I want everyone to know about it. Now, I’m able to share my passion for style and discovering new talent with consumers all over the world.”

Far from the usual suspects of public relations agencies, AMPR has become a category of its own, with mirrored reflections of Mitsakos’s sheer vivacity. With wisdom, wit and wanderlust, Mitsakos stays aware of upcoming trends and, more importantly, knows how to create them for her clients, which range from developers and hoteliers to designers and artists. Stylish, yet unpretentious, she shows how to explore a culture’s fresh facets, whether it be a new hotel or a new handbag.

Among AMPR’s new fashion and accessory clients include:

Mischa Barton for Stacey Lapidus

Actress Mischa Barton and designer Stacey Lapidus pair up to present *Mischa Barton for Stacey Lapidus*, a new line of hair accessories. Lapidus, who has become synonymous with the evolving trend of chic hair accessories, lends her talent to this collaboration. The line will utilize an array of materials like China silk, feathers, beads, flowers, crystals and pearls, with looks ranging from boho chic to classic feminine pieces inspired by Barton’s style confidence and individuality. Lapidus already maintains a cult following in celebrity circles. Her hair accessories were featured in indie designer Charlotte Ronson’s Fall fashion show and members of the cast of *Gossip Girl* are huge fans. Graduating from FIT, Lapidus worked at Kate Spade followed by a five-year tenure as the Fashion Accessories Editor at *Vanity Fair*. She was instrumental in the launch of her brother’s innovative company, *Bag, Borrow or Steal*. The company is currently evaluating its strategic options for bringing the product line to market.

Simone Gabor

The brainchild of accomplished opposites, New Yorker Valérie MacCarthy (who is also an accomplished opera singer) and Parisian Vanessa Destaing (who worked in finance), Simone Gabor reflects the partners’ shared passion for jewelry and creative expression. The collection offers stand-out creations of timeless style, combining semi-precious gems with 18-karat yellow and white gold. MacCarthy and Destaing travel the world searching for the highest quality stones to infuse their designs. Statement necklaces, cocktail rings, earrings and bracelets round out the line. From \$300-\$3,000 USD. www.simonegabor.com.

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Alexi Andriotti Accessories

Alexi Andriotti Accessories will make its North American debut in September 2008 with stores in Miami and Orlando. Inspired and created by Greek model and designer Alexis Andriotis, Alexi Andriotti Accessories launched its first store in Greece in 2000. Andriotis remains active in the collection's designs and creative concepts. His endless traversing of the world offers continuous inspiration. Currently, the company is Greece's largest fashion accessories chain, with stores in Athens, Piraeus, Thessaloniki, Patras, Herakleion, Rhodes and Kefalonia. The company's 70 stores also include locations in Italy, Turkey, Georgia, Romania, Dubai and Saudi Arabia. What some hail as the "H&M" of accessories in Eastern Europe, it's a collection without borders, surging with trendy cosmopolitan flavor, taking cue from future fashion trends and a desire for accessibility across the globe. Designs are inspired by fashions from the world's most exotic destinations utilizing versatile materials such as leather, silver, shell, wood, silk and pearls. The line includes accessories for women and men, undergarments, bags, wallets, home goods and more. From \$4-\$150. www.alexandriotti.com

Royal & Rolande

For 10 years, Celeste Miller served leading designers, glitterati and entrepreneurs in fashion and society, never once suspecting that she was a ticking time bomb of fashion DNA. In 2006 she was in Milan, studying the work of famed Milanese designer, her Prozio (Italian for Great Uncle), Nicky Chini. Inspired by his elegant designs of the 1940s, Miller became more determined to learn the craft and art of Italian design. She studied at the renowned Ars Sutoria Institute in Milan. She has now found her focus, settling gracefully into the technical design of the classic handbag silhouettes from decades past fabricated in the finest Italian finished leathers and exotics. Each Royal & Rolande handbag comes outfitted with R & R logo hardware, which can be interchanged with a sleek custom plate engraving of one's own initials, thus creating a product which is unique to the owner and reminiscent of a time when monograms were used to identify one's precious items. The handbags bearing, of course, family names Royal & Rolande, as a tribute to her Grandparents who first taught her to honor her dreams, her innate talents and her sense of style. From \$695. www.royalandrolande.com

Heidi Klein

Founders Heidi Gosman and Penny Klein developed the concept for this year-round, one-stop 'holiday' boutique as a solution to the depressing and often fruitless task of pre-vacation shopping. The duo sought to create a relaxed and inviting atmosphere that women actually looked forward to visiting when organizing their travel wardrobe. In addition to the company's own range of high quality swimwear, the New York boutique stocks a range of designer collections including Eres, Anya Hindmarch, Tom Ford, Missoni and Salinas. Celeb fans include Elle MacPherson, Sienna Miller, Kate Moss, Jemima Khan, Tamara Mellon, Sadie Frost and Minnie Driver. The New York store is located at 1018 Lexington Avenue and has the same crisp, clean and sophisticated décor as its London counterparts in Notting Hill and Chelsea. From \$150. www.heidiklein.com

Frances Webster

Frances Webster spent the first four years of her life on Hilton Head Island, off the coast of South Carolina, and the last twenty in Palm Beach, Florida—two of America's most famous resort areas. She grew up watching her mother sew and her father develop golf courses, instilling a full understanding of resort style. While in college, Webster spent summers interning for two of the country's foremost fashion designers—Badgley Mischka and Diane Von Furstenberg. Today, she is president and chief designer of Head Case Hoodies, a trendy hooded sweatshirt line, and Frances Webster Resort, a line of cotton knit dresses. Hoodies from \$95 and dresses from \$125. www.franceswebsterresort.com and www.headcasehoodies.com

About AMPR:

Andria Mitsakos Public Relations (AMPR) is a multilingual, multicultural consulting company advising on publicity, corporate communications, events, branding, sales and marketing. AMPR highlights glamour - wherever it's found on the globe. Specialties include travel and lifestyle products including resorts, residential tourism, spas and restaurants as well as concentrations in real estate, luxury brands, beauty, fashion and entertainment. The company launched in 2003 and is led by President & CEO Andria Mitsakos. A global knowmad from the frontlines of international chic, she marries the moment's trends with an evocative perspective. The staff is chic in many languages thanks to its international team in New York, South Florida, London, Barcelona, São Paulo, Buenos Aires and Cape Town. For more information, visit www.andriamitsakospr.com or call 212-320-3677.